



**FOR IMMEDIATE RELEASE**

**Leading Analyst Dr. Natalie Petouhoff to Speak at 2008  
KANA Customer Summit**

*Dr. Petouhoff to Discuss Key Initiatives for Enhancing the Customer Experience*

**MENLO PARK, Calif. – October 17, 2008** – KANA Software, Inc. (OTCBB: KANA.OB), a world leader in multi-channel customer service, today announced that Dr. Natalie Petouhoff, Ph.D., senior analyst at Forrester Research, will present a session titled, “Why Talking to Your Customers May Be Ruining Your Business,” at the KANA Customer Summit. Dr. Petouhoff joins previously announced keynote speakers: Scott Deming, an author and expert on customer evangelism and brand-building, and SOA expert and thought-leader Sandy Carter of IBM.

Dr. Natalie Petouhoff to Discuss Service Gaps and How to Fix Them

Multiple studies have established a link between customer service quality, customer loyalty and corporate profitability, yet many companies are unable to reap these benefits because they fall short in service delivery. Common problems include misrouted inquiries, poor knowledge management capabilities, an inability to resolve customer questions and clumsy self-service-to-agent transitions. During her presentation, Dr. Petouhoff will explain how service managers can fix these problems and empower agents to deliver outstanding service experiences. In addition, she will discuss how customer service professionals can tackle five key initiatives she has identified for improving the customer experience.

Additional keynote presentations at the KANA Customer Summit include:

Creating the Ultimate Customer Experience

Scott Deming, author of *The Brand Who Cried Wolf*

What do people think of when they see or hear an organization’s name, and how powerful is the organization’s brand? Scott will examine this question and address how companies can create the most loyal customers and the most powerful brand in their industry.

IBM Session: Accelerate, Innovate and Differentiate Your Business Through SOA

Sandy Carter, vice president for SOA and WebSphere Strategy, Channels and Marketing at IBM

Service-oriented architecture (SOA) is now used in more than half of large, new applications and business processes – a trend that is rapidly accelerating. Sandy will outline SOA best practices and use case studies to demonstrate how leading companies around the world are leveraging SOA to become more responsive to their customers.

For more information on the KANA Customer Summit 2008 or to register for the event, please visit [www.kana.com/summit08](http://www.kana.com/summit08) or email [customersummit@kana.com](mailto:customersummit@kana.com).

#### **About KANA**

KANA is a world leader in multi-channel customer service. KANA's integrated solutions allow companies to deliver consistent, managed service across all channels, including email, chat, call centers and Web self-service, so customers have the freedom to choose the service they want, how and when they want it. KANA's clients report double-digit increases in customer satisfaction, while reducing call volumes by an average of 20%. KANA's award-winning solutions are proven in more than 600 companies worldwide, including approximately half of the world's largest 100 companies. For more information visit [www.kana.com](http://www.kana.com)

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